Journal of Public Policy & Marketing
Subject and Author Index 2002
(Volume 21)

Subject Index

Advertising

1. Direct-to-Consumer Advertising of Prescription Drugs: The Evidence Says No
Vol. 21, No. 2, 2002, 194–201
Joel Lexchin and Barbara Mintzes

2. Direct-to-Consumer Advertising of Prescription Pharmaceuticals: A Consumer Perspective from New Zealand
Vol. 21, No. 2, 2002, 213–23
Sandra Coney

3. Image Advertisements' Influence on Adolescents' Perceptions of the Desirability of Beer and Cigarettes
Vol. 21, No. 2, 2002, 295–304
Kathleen J. Kelly, Michael D. Slater, and David Karan

4. Public Policy Issues in Direct-to-Consumer Advertising of Prescription Drugs
Vol. 21, No. 2, 2002, 174–93
John E. Calfee

Alcohol and Drugs

5. Direct-to-Consumer Advertising Down Under: An Alternative Perspective and Regulatory Framework
Vol. 21, No. 2, 2002, 202–12
Janet Hoek and Philip Gendall

6. Image Advertisements' Influence on Adolescents' Perceptions of the Desirability of Beer and Cigarettes
Vol. 21, No. 2, 2002, 295–304
Kathleen J. Kelly, Michael D. Slater, and David Karan

Antitrust Issues

7. Antitrust and Marketing: A Primer and Call to Research
Vol. 21, No. 2, 2002, 232–36
Gregory T. Gundlach, Joan M. Phillips, and Debra M. Desrochers

8. Antitrust Economics and Marketing
Vol. 21, No. 2, 2002, 243–46
David T. Scheffman

9. Antitrust Policy and Aggressive Business Strategy: A Historical Perspective on Understanding Commercial Purposes and Effects
Vol. 21, No. 2, 2002, 237–42
Rudolph J.R. Peritz

10. Business School Economics and Antitrust: What's Thought and What's Taught
Vol. 21, No. 2, 2002, 254–56
Lawrence J. White

11. Choice and Variety in Antitrust Law: A Marketing Perspective
Vol. 21, No. 2, 2002, 260–68
Joseph P. Guiltinan

12. Legal Strategies for Protecting Brands from Genericide: Recent Trends in Evidence Weighted in Court Cases
Vol. 21, No. 1, 2002, 160–67
Charles R. Taylor and Michael G. Walsh

13. Limiting Product Choice: Innovation, Market Evolution, and Antitrust
Vol. 21, No. 2, 2002, 269–74
Ross D. Petty

14. Marketing in Antitrust: Contributions and Challenges
Vol. 21, No. 2, 2002, 250–53
Gregory T. Gundlach and Joan M. Phillips

15. Marketing Research and Public Policy: The Case of Slotting Fees
Vol. 21, No. 2, 2002, 275–88
William L. Wilkie, Debra M. Desrochers, and Gregory T. Gundlach

16. The Public Policy of Antitrust and Strategy: An Overview
Vol. 21, No. 2, 2002, 257–59
Norman W. Hawker

17. Recent Legal and Regulatory Developments in Slotting Allowances and Category Management
Vol. 21, No. 2, 2002, 289–94
David Balto

18. Research Workshop and Conference on Marketing Competitive Conduct and Antitrust Policy
Vol. 21, No. 2, 2002, 224–26
Gregory T. Gundlach

19. The Role of Marketing in Antitrust
Vol. 21, No. 2, 2002, 247–49
Mary W. Sullivan

20. The Third Leg of the Antitrust Stool
Vol. 21, No. 2, 2002, 227–31
Albert A. Foer

Award Announcements

21. Exceptional Contribution by a JPP&M Reviewer
Vol. 21, No. 1, 2002, iii

22. Thomas C. Kinnear/Journal Public Policy & Marketing
Vol. 21, No. 1, 2002, iii

Channels of Distribution

23. Marketing Fraud: An Approach for Differentiating Multilevel Marketing from Pyramid Schemes
Vol. 21, No. 1, 2002, 139–51
Peter J. Vander Nat and William W. Keep

Children's Issues

24. Age and Consumer Socialization Agent Influences on Adolescents' Sexual Knowledge, Attitudes, and Behavior: Implications for Social Marketing Initiatives and Public Policy
Vol. 21, No. 1, 2002, 37–52
Jesse Moore, Mary Anne Raymond, John Mittelstaedt, and John F. Tanner Jr.

Cigarettes

25. Image Advertisements' Influence on Adolescents' Perceptions of the Desirability of Beer and Cigarettes
Vol. 21, No. 2, 2002, 295–304
Kathleen J. Kelly, Michael D. Slater, and David Karan

Commercial Speech

26. Doing the Right Thing: The Case for the Teleservices Industry
Vol. 21, No. 2, 2002, 332–34
Patricia Faley

27. Public Policy Issues in Direct-to-Consumer Advertising of Prescription Drugs
Vol. 21, No. 2, 2002, 174–93
John E. Calfee

Consumer Behavior

28. Age and Consumer Socialization Agent Influences on Adolescents' Sexual Knowledge, Attitudes, and Behavior: Implications for Social Marketing Initiatives and Public Policy
Vol. 21, No. 1, 2002, 37–52
Jesse Moore, Mary Anne Raymond, John Mittelstaedt, and John F. Tanner Jr.

29. Building Brand Equity Through Corporate Societal Marketing
Vol. 21, No. 1, 2002, 78–89
Steve Hoeffler and Kevin Lane Keller

30. Direct-to-Consumer Advertising of Prescription Drugs: The Evidence Says No
Vol. 21, No. 2, 2002, 194–201
Joel Lexchin and Barbara Mintzes

31. Direct-to-Consumer Advertising of Prescription Pharmaceuticals: A Consumer Perspective from New Zealand
Vol. 21, No. 2, 2002, 213–23
Sandra Coney

32. Improving the Dietary Status of Low-Income Pregnant Women at Nutritional Risk
Vol. 21, No. 1, 2002, 100–104
David Brinberg and Marta L. Axelson

33. The Role of Summary Information in Facilitating Consumers' Comprehension of Nutrition Information
Vol. 21, No. 2, 2002, 305–18
Madhubalan Viswanathan and Manoj Hastak

34. Us Versus Them: The Roles of Organizational Identification and Disidentification in Social Marketing Initiatives
Vol. 21, No. 1, 2002, 26–36
C.B. Bhattacharya and Kimberly D. Elsbach

Copyright and Trademark Issues

35. Legal Strategies for Protecting Brands from Genericide: Recent Trends in Evidence Weighted in Court Cases
Vol. 21, No. 1, 2002, 160–67
Charles R. Taylor and Michael G. Walsh

Customer Satisfaction

36. Customer Experience with Rent-to-Own Transactions
Vol. 21, No. 1, 2002, 126–38
James M. Lacko, Signe-Mary McKernan, and Manoj Hastak

37. Does Health Status Matter? Examining the Experiences of the Chronically Ill in Medicaid Managed Care
Vol. 21, No. 1, 2002, 53–65
Marlys J. Mason, Debra L. Scammon, and Robert P. Huefner

Deception Issues

38. Marketing Fraud: An Approach for Differentiating Multilevel Marketing from Pyramid Schemes
Vol. 21, No. 1, 2002, 139–51
Peter J. Vander Nat and William W. Keep

Disadvantaged Consumers

39. Customer Experience with Rent-to-Own Transactions
Vol. 21, No. 1, 2002, 126–38
James M. Lacko, Signe-Mary McKernan, and Manoj Hastak

Editorials

40. Editor's Statement
Vol. 21, No. 2, 2002, 171
Joel B. Cohen

41. Introductory Comments: Direct-to-Consumer Prescription Drug Advertising: Evaluating Regulatory Policy in the United States and New Zealand
Vol. 21, No. 2, 2002, 172–73
Joel B. Cohen

42. Overview of the Special Issue on Social Marketing Initiatives
Vol. 21, No. 1, 2002, 1–2
Cornelia Pechmann

Ethics and Social Responsibility

43. Building Brand Equity Through Corporate Societal Marketing
Vol. 21, No. 1, 2002, 78–89
Steve Hoeffler and Kevin Lane Keller

44. Ethical Challenges of Social Marketing
Vol. 21, No. 1, 2002, 14–25
George G. Brenkert

Federal Regulatory Issues

45. Doing the Right Thing: The Case for the Teleservices Industry
Vol. 21, No. 2, 2002, 332–34
Patricia Faley

Federal Trade Commission Issues

46. Doing the Right Thing: The Case for the Teleservices Industry
Vol. 21, No. 2, 2002, 332–34
Patricia Faley

47. Marketing Fraud: An Approach for Differentiating Multilevel Marketing from Pyramid Schemes
Vol. 21, No. 1, 2002, 139–51
Peter J. Vander Nat and William W. Keep

Food and Drug Administration Issues

48. Direct-to-Consumer Advertising Down Under: An Alternative Perspective and Regulatory Framework
Vol. 21, No. 2, 2002, 202–12
Janet Hoek and Philip Gendall

49. The Role of Summary Information in Facilitating Consumers' Comprehension of Nutrition Information
Vol. 21, No. 2, 2002, 305–18
Madhubalan Viswanathan and Manoj Hastak

50. When Do Firms Conform to Regulatory Control? The Effect of Control Processes on Compliance and Opportunism
Vol. 21, No. 2, 2002, 319–31
David I. Gilliland and Kenneth C. Manning

Formation of Public Policy

51. Two Decades of Contributions to Marketing and Public Policy: An Analysis of Research Published in Journal of Public Policy & Marketing
Vol. 21, No. 1, 2002, 105–25
David E. Sprott and Anthony D. Miyazaki

Health Care Issues

52. Does Health Status Matter? Examining the Experiences of the Chronically Ill in Medicaid Managed Care
Vol. 21, No. 1, 2002, 53–65
Marlys J. Mason, Debra L. Scammon, and Robert P. Huefner

53. Marketing Social Marketing in the Social Change Marketplace
Vol. 21, No. 1, 2002, 3–13
Alan R. Andreasen

54. Social Marketing Initiatives: National Kidney Foundation's Organ Donation Programs in Singapore
Vol. 21, No. 1, 2002, 66–77
May O. Lwin, Jerome D. Williams, and Luh Luh Lan

Historical Analysis and Review

55. Changing Eating Habits on the Home Front: Lost Lessons from World War II Research
Vol. 21, No. 1, 2002, 90–99
Brian Wansink

Information Disclosures

56. Customer Experience with Rent-to-Own Transactions
Vol. 21, No. 1, 2002, 126–38
James M. Lacko, Signe-Mary McKernan, and Manoj Hastak

57. Cyber-Libel: Policy Trade-Offs
Vol. 21, No. 1, 2002, 152–59
Madeline Johnson and Betsy D. Gelb

58. Does Health Status Matter? Examining the Experiences of the Chronically Ill in Medicaid Managed Care
Vol. 21, No. 1, 2002, 53–65
Marlys J. Mason, Debra L. Scammon, and Robert P. Huefner

International Issues

59. Social Marketing Initiatives: National Kidney Foundation's Organ Donation Programs in Singapore
Vol. 21, No. 1, 2002, 66–77
May O. Lwin, Jerome D. Williams, and Luh Luh Lan

Legal and Political Issues

60. Cyber-Libel: Policy Trade-Offs
Vol. 21, No. 1, 2002, 152–59
Madeline Johnson and Betsy D. Gelb

61. Legal Strategies for Protecting Brands from Genericide: Recent Trends in Evidence Weighted in Court Cases
Vol. 21, No. 1, 2002, 160–67
Charles R. Taylor and Michael G. Walsh

62. When Do Firms Conform to Regulatory Control? The Effect of Control Processes on Compliance and Opportunism
Vol. 21, No. 2, 2002, 319–31
David I. Gilliland and Kenneth C. Manning

Nonprofit and Political Issues

63. Ethical Challenges of Social Marketing
Vol. 21, No. 1, 2002, 14–25
George G. Brenkert

64. Marketing Social Marketing in the Social Change Marketplace
Vol. 21, No. 1, 2002, 3–13
Alan R. Andreasen

65. Us Versus Them: The Roles of Organizational Identification and Disidentification in Social Marketing Initiatives
Vol. 21, No. 1, 2002, 26–36
C.B. Bhattacharya and Kimberly D. Elsbach

Nutritional Information

66. Changing Eating Habits on the Home Front: Lost Lessons from World War II Research
Vol. 21, No. 1, 2002, 90–99
Brian Wansink

67. Improving the Dietary Status of Low-Income Pregnant Women at Nutritional Risk
Vol. 21, No. 1, 2002, 100–104
David Brinberg and Marta L. Axelson

68. The Role of Summary Information in Facilitating Consumers' Comprehension of Nutrition Information
Vol. 21, No. 2, 2002, 305–18
Madhubalan Viswanathan and Manoj Hastak

Pharmaceuticals

69. Direct-to-Consumer Advertising of Prescription Drugs: The Evidence Says No
Vol. 21, No. 2, 2002, 194–201
Joel Lexchin and Barbara Mintzes

70. Direct-to-Consumer Advertising of Prescription Pharmaceuticals: A Consumer Perspective from New Zealand
Vol. 21, No. 2, 2002, 213–23
Sandra Coney

71. Direct-to-Consumer Advertising Down Under: An Alternative Perspective and Regulatory Framework
Vol. 21, No. 2, 2002, 202–12
Janet Hoek and Philip Gendall

72. Public Policy Issues in Direct-to-Consumer Advertising of Prescription Drugs
Vol. 21, No. 2, 2002, 174–93
John E. Calfee

Privacy and Technology

73. Cyber-Libel: Policy Trade-Offs
Vol. 21, No. 1, 2002, 152–59
Madeline Johnson and Betsy D. Gelb

Product Liability and Safety

74. When Do Firms Conform to Regulatory Control? The Effect of Control Processes on Compliance and Opportunism
Vol. 21, No. 2, 2002, 319–31
David I. Gilliland and Kenneth C. Manning

Social Marketing

75. Age and Consumer Socialization Agent Influences on Adolescents' Sexual Knowledge, Attitudes, and Behavior: Implications for Social Marketing Initiatives and Public Policy
Vol. 21, No. 1, 2002, 37–52
Jesse Moore, Mary Anne Raymond, John Mittelstaedt, and John F. Tanner Jr.

76. Building Brand Equity Through Corporate Societal Marketing
Vol. 21, No. 1, 2002, 78–89
Steve Hoeffler and Kevin Lane Keller

77. Changing Eating Habits on the Home Front: Lost Lessons from World War II Research
Vol. 21, No. 1, 2002, 90–99
Brian Wansink

78. Ethical Challenges of Social Marketing
Vol. 21, No. 1, 2002, 14–25
George G. Brenkert

79. Improving the Dietary Status of Low-Income Pregnant Women at Nutritional Risk
Vol. 21, No. 1, 2002, 100–104
David Brinberg and Marta L. Axelson

80. Marketing Social Marketing in the Social Change Marketplace
Vol. 21, No. 1, 2002, 3–13
Alan R. Andreasen

81. Overview of the Special Issue on Social Marketing Initiatives
Vol. 21, No. 1, 2002, 1–2
Cornelia Pechmann

82. Social Marketing Initiatives: National Kidney Foundation's Organ Donation Programs in Singapore
Vol. 21, No. 1, 2002, 66–77
May O. Lwin, Jerome D. Williams, and Luh Luh Lan

83. Us Versus Them: The Roles of Organizational Identification and Disidentification in Social Marketing Initiatives
Vol. 21, No. 1, 2002, 26–36
C.B. Bhattacharya and Kimberly D. Elsbach

Author Index

Alan R. Andreasen 53, 64, 80
Marta L. Axelson 32, 67, 79

David Balto 17
C.B. Bhattacharya 34, 65, 83
George G. Brenkert 44, 63, 78
David Brinberg 32, 67, 79

John E. Calfee 4, 27, 72
Joel B. Cohen 40, 41
Sandra Coney 2, 31, 70

Debra M. Desrochers 7, 15

Kimberly D. Elsbach 34, 65, 83

Patricia Faley 26, 45, 46
Albert A. Foer 20

Betsy D. Gelb 57, 60, 73
Philip Gendall 5, 48, 71
David I. Gilliland 50, 62, 74
Joseph P. Guiltinan 11
Gregory T. Gundlach 7, 14, 15, 18

Manoj Hastak 33, 36, 39, 49, 56, 68
Norman W. Hawker 16
Steve Hoeffler 29, 43, 76
Janet Hoek 5, 48, 71
Robert P. Huefner 37, 52, 58

Madeline Johnson 57, 60, 73

David Karan 3, 6, 25
William W. Keep 23, 38, 47
Kevin Lane Keller 29, 43, 76
Kathleen J. Kelly 3, 6, 25

James M. Lacko 36, 39, 56
Luh Luh Lan 54, 59, 82
Joel Lexchin 1, 30, 69
May O. Lwin 54, 59, 82

Kenneth C. Manning 50, 62, 74
Marlys J. Mason 37, 52, 58
Signe-Mary McKernan 36, 39, 56
Barbara Mintzes 1, 30, 69
John Mittelstaedt 24, 28, 75
Anthony D. Miyazaki 51
Jesse Moore 24, 28, 75

Cornelia Pechmann 42, 81
Rudolph J.R. Peritz 9
Ross D. Petty 13
Joan M. Phillips 7, 14

Mary Anne Raymond 24, 28, 75

Debra L. Scammon 37, 52, 58
David T. Scheffman 8
Michael D. Slater 3, 6, 25
David E. Sprott 51
Mary W. Sullivan 19

John F. Tanner Jr. 24, 28, 75
Charles R. Taylor 12, 35, 61

Peter J. Vander Nat 23, 38, 47
Madhubalan Viswanathan 33, 49, 68

Michael G. Walsh 12, 35, 61
Brian Wansink 55, 66, 77
Lawrence J. White 10
Jerome D. Williams 54, 59, 82
William L. Wilkie 15

Book Reviews

Data Privacy in the Information Age by Jacqueline Klosek
Vol. 21, No. 2, 2002, 336–38
Reviewed by John A. McCarty

Ethics in Social Marketing edited by Alan R. Andreasen
Vol. 21, No. 1, 2002, 168–69
Reviewed by Patrick E. Murphy

The Handbook of Marketing and Society edited by Paul N. Bloom and Gregory T. Gundlach
Vol. 21, No. 2, 2002, 335–36
Reviewed by Lauren Block

Surviving in a Material World by Ronald Paul Hill
Vol. 21, No. 1, 2002, 169–70
Reviewed by Linda F. Alwitt